

# Unit 3: Strategic Communications Planning



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Visual 3.1

# Unit Objectives

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**At the end of this unit, you will be able to:**

- Using the strategic communications planning model, develop public awareness campaign key messages (95%)
- Using the strategic communications planning model, develop an incident communications strategy (5%)



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Visual 3.2

# Strategic Communications Plan

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- Supports the IAP
- Provides guidance for activating, establishing, and operating the External Affairs operation
- Brings unity of effort to all strategic communications planning and product development

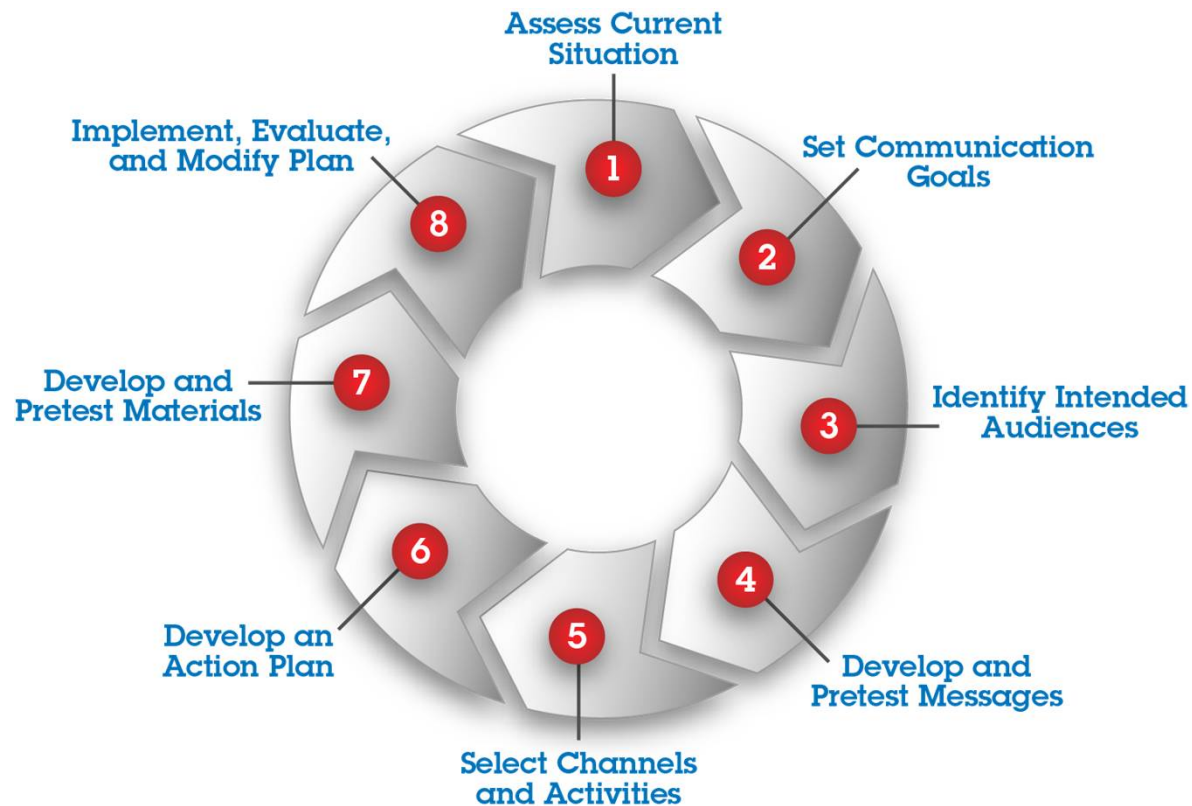


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Visual 3.3

# 8-Step Communication Model

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Visual 3.4

# Step 1: Assess Current Situation

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**Assess the current situation by answering these questions:**

- What is the communication need you want to address?
- Who are the people most affected by this problem?
- What actions could your audience take to address this problem?
- What are the audience's feelings on the subject?
- What information would cause them to change their behavior?



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# Step 2: Set Communication Goals

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**Develop objectives for your goals that are:**

- Specific
- Measurable
- Achievable
- Realistic
- Timely



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# Step 3: Identify Intended Audiences

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## Describe audience by:

- Demographics
- Psychographics
- Behavior

Compile your results



# Step 4: Develop and Pretest Messages

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- Provide supporting points for each key message
- Prioritize audiences
- Focus on common ground
- Outline key behaviors
- Test key messages by using them



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# Activity 3.1: Public Awareness Campaign

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**Instructions:** Develop 3 key messages for your organization, then develop 3 supporting points for each key message.

**Purpose:** To apply the 8-step strategic communication model to planning a public awareness campaign.



**Estimated Time: 30 minutes**

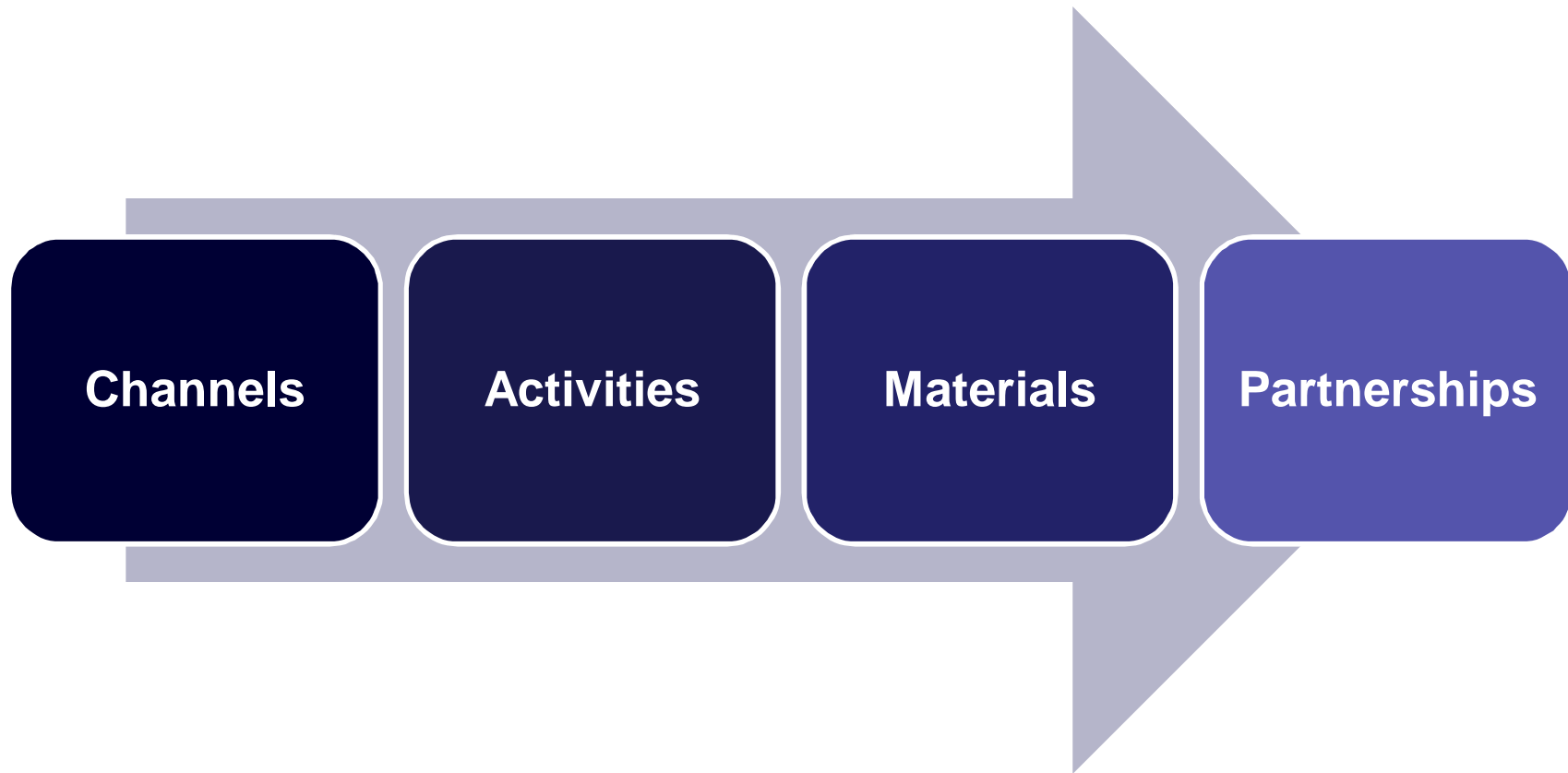


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# Step 5: Select Channels and Activities

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Visual 3.10

# Step 6: Develop an Action Plan

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## Action Plan Tips:

- Have alternates to support team members who may get overloaded
- Conduct risk management analysis
- Have a contingency plan



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# Step 7: Develop and Pretest Materials

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## Types of communications testing:

- Concept/positioning testing
- Materials testing
- Readability testing
- Professional review
- Test market



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# Step 8: Implement, Evaluate, and Modify Plan

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## Review periodically

- Identify the changes needed
- Make the revisions
- Implement new plan



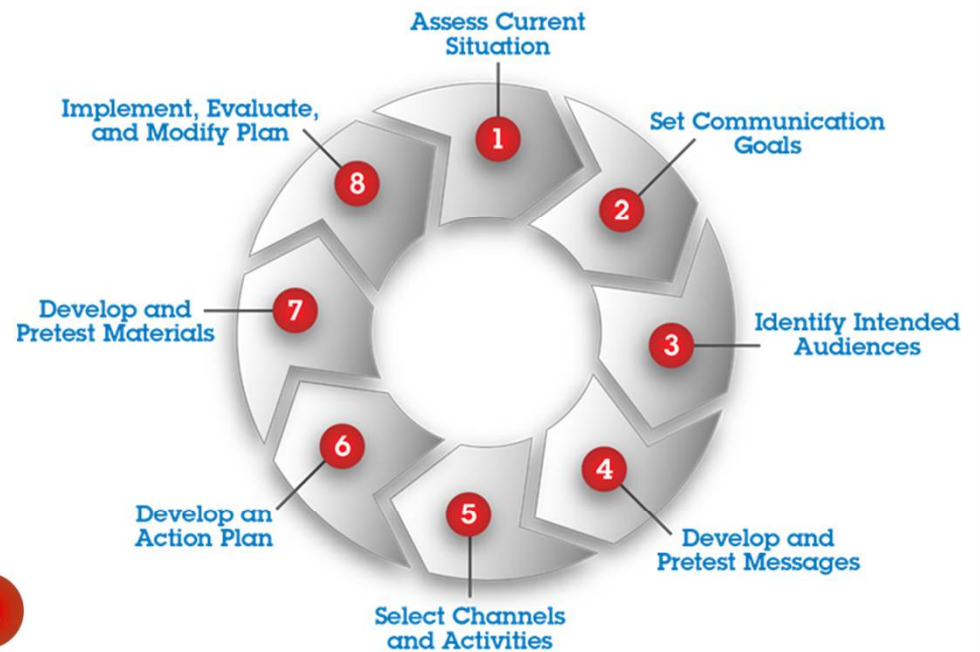
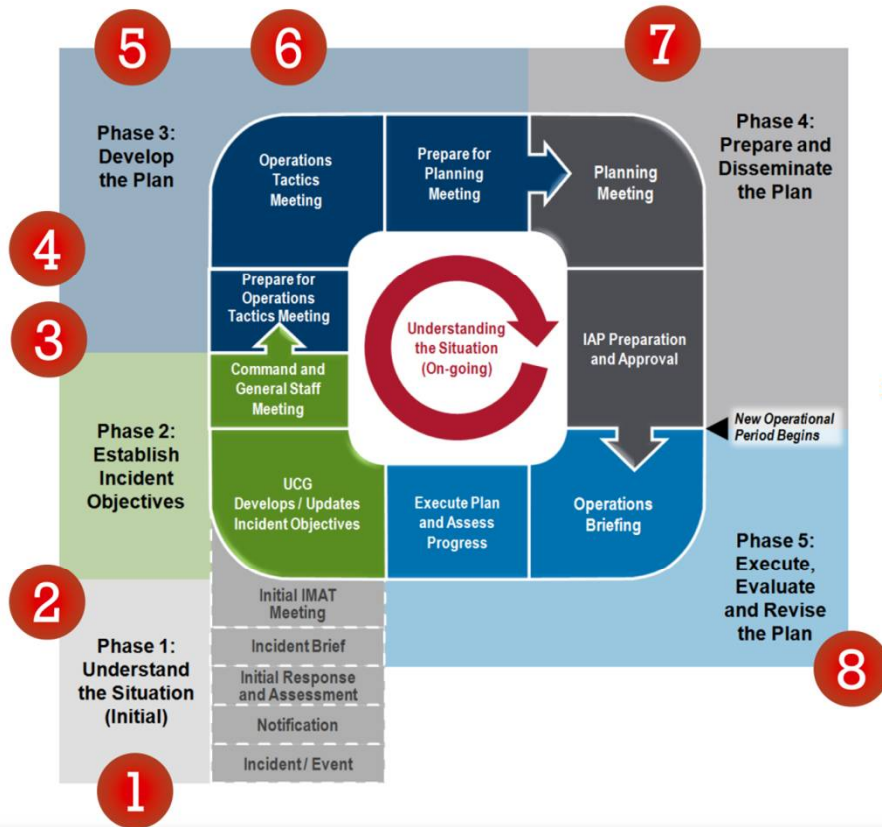
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Visual 3.13



# Incident Planning and the 8-Step Model

## How do they relate?



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# Activity 3.2: Incident Communication Strategy

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**Instructions:** Work in table groups to complete the incident communication strategy. You may assign different portions of the strategy to different team members to complete the activity.

**Purpose:** To provide participants with the tools and skills to prepare an Incident Communication Strategy.

**Estimated Time: 30 minutes**



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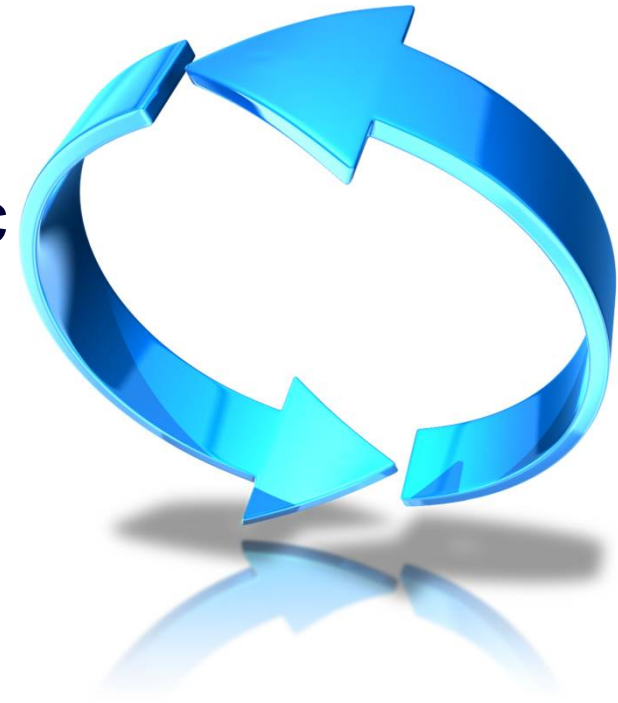
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# Unit Summary

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## In this unit, we discussed:

- Strategic Communications Planning
- Relationship between strategic communications planning and incident action planning
- Developing public awareness campaigns and incident communication strategy using the 8-step model



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